

**GOVERNMENT OF TELANGANA**  
**ABSTRACT**

Telangana Tourism - Tourism Promotion – Release an advertisement to publish in “Airports India” magazine on Telangana Tourism for one insertion inside full page, by M/s. Akshara Advertising Ltd, Hyderabad – Publication Charges – Sanction and release of an amount of Rs.2,00,000/- (Rupees Two Lakhs only) inclusive taxes - Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.259

Dated:02-05-2016

Read the following:

1. From M/s. Trendsetter Marketing Services Pvt., Ltd., New Delhi, Dt.06-01-2016.
2. Memo.No.116/PMU/PRO/2016, of YAT & C (PMU) Department, Dt.30-01-2016.
3. Release Order No.60/Display-Agency/Advt.I/2015-16, of I&PR, Hyderabad, Dt:31-03-2016.
4. Bill No.S/146/16, of M/s. Akshara Advertising Ltd, Hyderabad, Dt.23-02-2016.

\* \* \*

**ORDER:**

In the letter 1<sup>st</sup> read above, M/s. Trendsetter Marketing Services Pvt., Ltd., New Delhi, has requested to release an advertisement to publish in “Airports India” magazine on Telangana Tourism for one insertion inside full page. Accordingly, Government have issued a order to the agency through Department of Information & Public Relations, Hyderabad, for an amount of Rs.2,00,000/- (Rupees Two Lakhs only) inclusive taxes, for publication of an advertisement in the reference 2<sup>nd</sup> read above.

2. In the reference 3<sup>rd</sup> read above, the Department of Information & Public Relations, Hyderabad, has issued a release order to the agency, to publish an advertisement for amount of Rs.2,00,000/- (Rupees Two Lakhs only) inclusive taxes for above said purpose. After publication of an advertisement, M/s. Akshara Advertising Ltd, Hyderabad, has furnished a bill towards release of an advertisement in “Airports India” magazine on Telangana Tourism for one insertion inside full page, in the reference 4<sup>th</sup> read above and requested Government for arranging the payment.

3. The Government, after careful examination of the matter, hereby accord sanction and release of an amount of Rs.2,00,000/- (Rupees Two Lakhs only) inclusive taxes, to M/s. Akshara Advertising Ltd, Hyderabad, towards advertisement published in “Airports India” magazine on Telangana Tourism.

4. The amount sanctioned at Para -3 above shall be debited to the following Head of Account:  
“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists – Schemes included in PLAN, 11- Normal State Plan, 20 – PMU – Advertisement, Sales Publicity Expenses, participation in National and International Travel Marts, organizing tourism events, sponsorship, fairs and festival and other expenditure, 500 – Other Charges, 503 – Other Expenditure.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para -3 above, in favour Akshara Advertising Ltd. The details of Bank account is as follows:-

Account Name : M/s. Akshara Advertising Ltd., Hyderabad  
Account No :910020047482542  
Name of the Bank: Axis Bank Ltd., Universal Insurance Bld. Gr Floor, Sir P.M. Road,  
Fort, Mumbai – 400001.  
IFSC Code :UTIB0000004  
PAN NO. :AAHCA2048Q

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**B.VENKATESHAM**  
**SECRETARY TO GOVERNMENT**

To

M/s. Akshara Advertising Ltd, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C (PMU) Dept.  
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

**Copy to:**

The YAT& C (PMU - Claims) Department.  
SF/SCs

**//Forwarded:: By Order//**

**SECTION OFFICER**